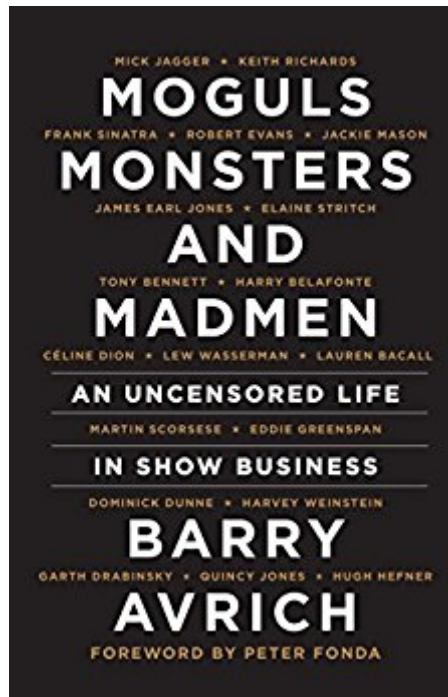


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# Moguls, Monsters, And Madmen



## Synopsis

Barry Avrich is a self-made, Montreal-born film producer/director, flamboyant advertising executive, and legendary biographer and connector of moguls and stars. For over three decades, he has relentlessly produced films on some of the most notorious show-business titans and also found the time to market and promote feature films, concerts, and the biggest shows on Broadway. In his memoir, *Moguls, Monsters, and Madmen*, Barry takes readers from his early days, shaping his brand as a creative adman with the infamous Garth Drabinsky and witnessing the genius of legendary Rolling Stones promoter Michael Cohl, to his acclaimed documentaries on Harvey Weinstein, Lew Wasserman, Bob Guccione, and many others. Go behind the scenes on his most provocative films like *The Last Mogul*, *Unauthorized*, and *Filthy Gorgeous* and follow Barry as he moves from the power rooms of Hollywood to the launches of incredible brands while hanging around with royalty, rogues, clients, and confidants. An extraordinary raconteur, Barry spares no one, least of all himself, as he details his extraordinary relationships and encounters with everyone from Frank Sinatra, Quincy Jones, and Vanity Fair columnist Dominick Dunne to Mick Jagger and Keith Richards. *Moguls, Monsters and Madmen* is a sharp and witty exposé of show business and notorious characters.

## Book Information

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## Customer Reviews

... (without the bisexuality, presumably). Like the noted Vanity Fair diarist Barry Avrich floats through high society and the occasional prison, and charms pretty much everyone with whom he comes in contact. Canada is lucky to have him. I came solely for the Lew Wasserman chapter - because I had interviewed Barry when his film on the austere mogul came out - and I stayed for the rest of the book. I had no idea that he was a big deal in so many other areas. The book is a gossipy insight into Hollywood, the entertainment industry and human nature - written with Canadian clarity. You learn about the heroes - Peter Fonda, Kathleen Turner, Brad Pitt; and the villains - Harvey Weinstein, obviously, Burt Reynolds and Shirley MacLaine. You also find out that Deepa Mehta hated Slumdog Millionaire, and your suspicions about Larry King being a weird dude are confirmed. The chapters on Conrad Black and Garth Drabinsky are a reminder of the thin line separating showbiz moguls and common criminals. The Bob Guccione chapter is both poignant and hilarious, and the Amerika Idol one is simply hilarious. The book could have done with better editing. The Montreal native manages to mis-spell Cirque du Soleil three times in one paragraph, and describing Robert Evans as "one those [sic] Hollywood producers who is one of a kind" is lazy and rather nonsensical. Some of the prose could have done with some extra bounce. His publisher should have done a better job in post. But the book is well laid out, and there are plenty of pictures. More importantly Barry just seems like a nice guy, which was the sense I got after interviewing him, and you see from his interactions with people like Dominick Dunne and Prince Charles that people genuinely like him. Now I must track down all his other books and films.

Dreadful. The author, Barry, is extremely proud of himself and is not afraid to show it. I got half way through it and vomited a little in my mouth. Don't bother.

A MUST READ for anyone that's had even the slightest interest in how hollywood works behind the scenes, how ruthless it can be, how 'who you know' is still such a way of doing business in the show business industry.

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